

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

Claims 1-24. (Canceled).

25. (Previously Presented) A method for producing an RFID label using a printing process, comprising the step of applying at least parts of an antenna and a tuned circuit required for functioning of the RFID label by printing conductor tracks on a printing material by sheet-fed offset printing.

26. (Previously Presented) The method of claim 25, wherein a conductive paste or a conductive printing ink is used for printing the conductor tracks.

27. (Previously Presented) The method of claim 25, wherein conductive printing ink having metallic particles is used for printing the conductor tracks.

28. (Previously Presented) The method of claim 25, wherein conductive printing ink having carbon black or carbon fibers is used for printing the conductor tracks.

29. (Previously Presented) The method of claim 25, wherein the conductor tracks are applied in a sheet-fed offset press having a gripper transport means.

30. (Previously Presented) The method of claim 25, wherein the conductor tracks are applied within a web-fed offset press.

31. (Previously Presented) The method of claim 29, wherein said step of applying comprises applying the parts of the antenna and the tuned circuit to a rear side of the printing material, and subsequently turning the printing material over in a turner device.

32. (Previously Presented) The method of claim 25, further comprising the step of applying a protective varnish or a protective ink to the printing material after the parts of the antenna and the tuned circuit are applied to the printing material.

33. (Previously Presented) The method of claim 32, wherein the protective varnish or the protective ink is applied using the sheet-fed offset printing method.

34. (Previously Presented) The method of claim 25, further comprising the step of applying a protective varnish to the printing material after the parts of the antenna and the tuned circuit are applied to the printing material, wherein the protective varnish is applied using a flexographic printing unit having a chamber type doctor and an engraved roll.

35. (Previously Presented) The method of claim 25, further comprising the step of applying a protective varnish to the printing material after the parts of the antenna and the

tuned circuit are applied to the printing material, wherein the protective varnish is applied via a two-roll flexographic printing unit.

36. (Previously Presented) The method of claim 25, wherein the printing material is a fibrous material.

37. (Previously Presented) The method of claim 25, wherein the printing material is a film.

38. (Previously Presented) The method of claim 25, wherein the printing material is a woven fabric made from at least one of natural and synthetic fibers.

39. (Previously Presented) The method of claim 25, wherein the printing material is an absorbent printing material, the method further comprising one of precoating, prevarnishing or preprinting the printing materials with a varnish or a preprinting ink to reduce absorption properties of the printing material.

40. (Previously Presented) The method of claim 39, wherein the step of precoating, prevarnishing or preprinting is performed by a direct letterpress printing unit.

41. (Previously Presented) The method of claim 39, wherein the step of precoating, prevarnishing or preprinting includes indirectly applying the varnish or ink using a relief printing plate and a rubber-covered cylinder.

42. (Previously Presented) The method of claim 39, wherein the step of precoating, prevarnishing or preprinting includes applying the varnish or ink using an offset printing unit.

43. (Previously Presented) The method of claim 25, further comprising the step of printing two lines next to one another over a distance to produce a capacitive element, the lines being connected to one another at the ends of a shorter line of the two lines.

44. (Previously Presented) The method of claim 25, further comprising the step of producing a capacitive element by printing a base line on the printing material, printing an insulator, and printing a complementary line on the insulator so that the insulator is arranged between the base line and the complementary line.

45. (Previously Presented) A method for producing an RFID label using a printing process, comprising the step of applying at least parts of an antenna and a tuned circuit required for functioning of the RFID label by printing conductor tracks on a printing material, directly or indirectly, using a relief printing plate.

46. (Previously Presented) The method of claim 45, wherein the relief printing plate is clamped onto a plate cylinder of a sheet-fed printing press or web-fed printing press and the conductor tracks are printed by applying ink to the printing material indirectly by a rubber-covered cylinder.

47. (Previously Presented) The method of claim 46, wherein the relief printing plate is used in a printing press which also comprises offset printing units.

48. (Previously Presented) The method of claim 45, wherein the relief printing plate is in direct contact with the printing material in a sheet-fed or web-fed printing press.

49. (Previously Presented) The method of claim 48, wherein the relief printing plate is used in a printing press which also comprises offset printing units.

50. (Previously Presented) The method of claim 45, wherein the printing material is a fibrous material.

51. (Previously Presented) The method of claim 45, wherein the printing material is a film.

52. (Previously Presented) The method of claim 45, wherein the printing material is a woven fabric made from at least one of natural and synthetic fibers.

53. (Previously Presented) The method of claim 45, wherein the printing material is an absorbent printing material, the method further comprising one of precoating, prevarnishing or preprinting the printing materials with a varnish or a preprinting ink to reduce absorption properties of the printing material.

54. (Previously Presented) The method of claim 53, wherein the step of precoating, prevarnishing or preprinting is performed by a direct letterpress printing unit.

55. (Previously Presented) The method of claim 53, wherein the step of precoating, prevarnishing or preprinting includes indirectly applying the varnish or ink using a relief printing plate and a rubber-covered cylinder.

56. (Previously Presented) The method of claim 53, wherein the step of precoating, prevarnishing or preprinting includes applying the varnish or ink using an offset printing unit.

57. (Previously Presented) The method of claim 45, further comprising the step of printing two lines next to one another over a distance to produce a capacitive element, the lines being connected to one another at the ends of a shorter line of the two lines.

58. (Previously Presented) The method of claim 45, further comprising the step of producing a capacitive element by printing a base line on the printing material, printing an insulator, and printing a complementary line on the insulator so that the insulator is arranged between the base line and the complementary line.